

NATIONAL GAMING, AIRLINE & THEME/AMUSEMENT PARKS

NATIONAL GAMING, AIRLINE & THEME/AMUSEMENT PARKS RATES (GROSS)

| <i>Rates are per column inch.</i> | Daily | Sunday |
|-----------------------------------|--------------|---------------|
| Open | \$445 | \$591 |

For investments \$250,000+ please see an *Arizona Republic* representative.

RE-RUN DISCOUNT

An advertisement appearing in ROP daily or Sunday may be re-run as often as desired within six days following or preceding the original insertion in any Monday through Saturday edition at a substantial discount. ROP ads must be at least 15 column inches. Discount does not apply to Sunday.

RE-RUN DISCOUNT

| | |
|-----------------------|-----|
| No change | 30% |
| Color Re-run Discount | 30% |

CATEGORY COLOR RATES

Color premium is in addition to advertiser's established black and white rate for space used.

Banners can be picked up for a 30% discount to any weekday with participation from the majority of banner advertisers. Ask your sales representative for more information.

COLOR RATES (GROSS)

| | Daily | Sunday |
|-----------------|--------------|---------------|
| Black & 1 color | \$2,851 | \$3,276 |
| Multi-color | \$4,284 | \$4,925 |

Discount rates apply within contract year. Within 30 days of first ad running contract must be submitted and approved or all advertising will be billed at open rate. Annual contracts billed at applicable contract rate and rebilled at earned rate if contract is not fulfilled.

Earned rate will upgrade to next contract level rate after the lineage level is achieved. There are no retroactive rebates on annual contracts. Volume discounts do not apply to color premiums.

TRAVEL-THEME BANNER RATES

Travel industry advertisers may use this special rate in Sunday's Travel Section when a grouping of at least four advertisers promote a single destination as determined by the national advertising travel department. Theme pages will be bannered with specific destinations.

Issues: (GROSS)

| <i>Rate per column inch</i> | 27-52 times |
|-----------------------------|--------------------|
| Daily | \$357 |
| Sunday | \$476 |

TRAVEL-THEME BANNER COLOR RATES

Rate applies to ads placed within travel-themed banners only

- For spot or full color, add \$40.00 pci (gross) under banners to total gross cost of ad; applicable only when banners are scheduled for color positions within a themed banner. Rerun of a banner ad into an ROP section, all normal color rates will apply.
- Standard contract rates apply to travel category advertisers unless they are participating in themed banner pages or sections

TRAVEL.AZCENTRAL.COM

Your Sunday Travel print ad will appear on azcentral.com for a full week! It's just one more way *The Arizona Republic* adds value to your advertising investment while helping you reach a global audience. travel.azcentral.com includes destination guides, visitor information, scenic drives, event calendar, travel deals and more! azcentral.com is Arizona's most visited local site with more than 80 million page views per month.

For details on all of our services call:

National Advertising Department | 200 East Van Buren St. | 3rd Floor | Phoenix, Arizona 85004
Phone: (602) 444-8443 | **Fax:** (602) 444-8691 or (602) 444-2417